

# 2009 Arizona Domestic Overnight Visitors Profile

## Leisure vs. Business

	Total Overnight	Overnight Leisure	Overnight Business
<b>Visitors</b>	30.5 million	24.9 million	5.6 million
<b>Average Length of Stay</b>	3.5 nights	3.5 nights	3.1 nights
<b>Average Travel Party Size</b>	2.6 persons	2.7 persons	1.7 persons
<b>Purpose of Stay</b>	39% VFR, 15% Touring & 8% Outdoors	48% VFR, 18% Touring, 10% Outdoors & 10% Special Event	71% General Business & 29% Conference/Convention
<b>Average Age</b>	46.8 years	46.2 years	47.7 years
<b>Average Household Income</b>	\$76,000	\$72,200	\$93,100
<b>Mode of Transportation*</b>	51% Auto, 20% Air, 14% Rented Auto	54% Auto, 18% Air, 12% Rented Auto	34% Auto, 32% Air, 20% Rented Auto
<b>Accommodations*</b>	68% Paid, 32% Non-Paid	66% Paid, 34% Non-Paid	86% Paid, 14% Non-Paid
<b>Trip Quarter</b>	27% Q1, 25% Q2	26% Q1, 25% Q2	31% Q1, 26% Q3

Source: Tourism Economics, Longwoods International

\*Estimate generated by the Arizona Office of Tourism from data provided by Longwoods International

